



C o u n t y o f S a n L u i s O b i s p o

GENERAL SERVICES AGENCY

Janette D. Pell, Director

Cody VanDorn, Department Administrator

REQUEST FOR PROPOSAL PS- #1209 NUTRITION EDUCATION AND OBESITY PREVENTION SERVICES

QUESTIONS AND ANSWERS

April 2, 2013

Updated - 4/8/13, 4/9/13, 4/11/13, 4/17/13, 4/24/13 and 5/3/13

1. Do you know if HEAL-SLO is eligible to submit an RFP for this?

ANSWER: No. The RFP is sponsored by the Health Promotion Division, the same division that HEAL-SLO is under.

2. We are looking to partner with a prime agency in order to provide social marketing services. Will a list of interested vendors be available after the two Q&A meetings?

ANSWER: No, however, we can let people know that you are looking to partner. I will post this on the RFP website under Q/A with your contact information if that is OK with you.

Contact Info:

Better World Advertising
333 Kearny Street, Floor 7
San Francisco CA 94108
www.socialmarketing.com

Brett Mendenhall, MPH
Project Manager
brettm@socialmarketing.com
Phone: 415-979-9775

3. I am confused; it seems like a really big project. Do we bid on the whole SOW?

ANSWER: No. Proposers should select objectives from Attachment 1 (which references Exhibit A) which they feel best align with their agencies scope/mission. We anticipate awarding several contracts so only bid on the objectives that your agency feels comfortable taking on.

4. Are you looking for agencies or individuals to apply?

ANSWER: We are looking for schools, public or private community based organizations, corporations, and/or sole-proprietors that meet the legal requirements to conduct business in California. See page 8, paragraph 2 of the RFP for organizations that will be prioritized.

5. It still seems big and confusing.

ANSWER: We know it is not an easy document to read. Please come to one of the RFP Info sessions listed on page 2 of the RFP.

6. How much do you anticipate awarding total?

ANSWER: We have budgeted approximately \$151,000 for sub-contracting.

Added 4/8/13

7. Can the re-think your drink objective (Obj. 8) incorporate near-peer education?

ANSWER: Yes, however it might make more sense to combine the Youth Engagement objective (obj 13) in meeting some of the nutrition education numbers from Re-think your drink. All of the Objectives can work together and have overlap (i.e. if you recruit 6 youth as peer educators as part of the Youth Engagement objective and they plan a Re-Think Your Drink event you are addressing both objectives).

8. 5100 seems like a LOT of individuals that need to be met?

ANSWER: 5100 is the TOTAL of all individuals that need to be reached through all sub-grantee and Health Promotion Division efforts combined. Also, not all individuals need to be reached through direct education. A mix of indirect (i.e. tabling, displays), direct education, community forums, etc. can all be used.

Added 4/9/13

9. There are schools that I know do qualify that aren't listed (attachment II) - the list is not exhaustive as noted in bold at the bottom of the page. Before I write a proposal, should I check with you to make sure you agree that they would satisfy the USDA requirement?

ANSWER: If there is a school that qualifies (\geq 50% free reduced meal participation) but is not on the list (attachment II) it is because it is a site that is currently being served by another USDA/SNAP funded program in SLO County - the UC Cooperative Extension. Federal regulations dictate that our local health agency grant funds cannot go towards the same sites as UCCE. If a school wants to apply for funding

and not use UCCE services anymore then that would be up to the school site to decide. However, we cannot award funds to an outside agency to do these services at the school site as long as UCCE is serving their parents and students.

Added 4/11/13

10. How do we know if a church qualifies as an eligible site?

ANSWER: There are many churches listed on our eligible sites list (Attachment II). Churches qualify based on their census tract or census block. You can look up and map locations by census tract information and community demographics at www.cnngis.org. I am also posting a list of approved census tracts and census blocks as "Helpful Links - Information Sessions".

11. Can two agencies submit a proposal together?

ANSWER: It is preferable if agencies apply separately due to reporting and budget issues.

12. If SLO Public Health (Health Promotion/County) is currently doing nutrition education at our sites can we apply to take that on?

ANSWER: Yes, SLO Public Health is looking for community based entities to apply. If you are proposing a more efficient or effective way to do the work, then please apply for it.

13. I think the SLOCOE Community Schools would qualify, but I don't see them on the Site List?

ANSWER: Schools with $\geq 50\%$ free/reduced meal participation are potentially eligible sites. However, we cannot overlap with UC Cooperative Extension so if they are not on the eligible list it is probably because they are currently being served by that program.

Added 4/17/13

14. What parts of San Miguel qualify?

ANSWER: All of San Miguel qualifies. It is the only community where we got special permission to work in.

15. Do community health centers qualify?

ANSWER: Federally Qualified Health Centers qualify as means-tested locations.

16. Should our budgets take into account 3 years?

ANSWER: Yes, we are hoping to keep the same contractors for the 3 years, as long as objectives are successfully being met. FFY14 we have budgeted about \$150,000 in sub-contracts with the amount decreasing about 5% each of the following years.

17. Contractors will have to begin work on October 1st. Can they begin planning before then?

ANSWER: They can begin planning, however no expenses accrued prior to Oct 1, 2013 will be reimbursed.

18. Is there any training for contractors that should be in the budget?

ANSWER: All local travel should be included (miles/month) in budget @ \$.565/mile. You should budget for one training to Sacramento, however training needs will depend on objective.

19. Do we need to select a minimum of 2 objectives?

ANSWER: No, you can choose 1 or more. Stick with the objective(s) that are your strong point; either you know the content/programming really well or you have ready access to that population.

20. Any involvement at farmers markets?

ANSWER: Farmer's markets can qualify based on their census tract. They are a good place to do indirect education (objective 7).

21. What is unduplicated?

ANSWER: We can only count one individual one time per FY. That doesn't mean we cannot educate them more than once, but they only count toward our total reach once.

22. Is there an evaluation component?

ANSWER: There is mainly process evaluation - What did you do? How many people? For some objectives there will be more rigorous evaluation, but we will work with those contractors to complete it. Pre and post evaluations will be conducted only for 5 series classes (objective 10).

23. Do you have a copy of the Network provided tool referenced on page 61 of the Scope of Work for Objective 16? It is referenced in activity #3.

ANSWER: The tool that is referenced is available at:

<http://www.ccfproundtable.org/docs/BestPractices/BestPracticesHandbook.pdf>

Added 4/24/13

24. Are all Federally Qualified Health Centers (FQHCs) qualifying sites (Community Health Centers, etc.)?

ANSWER: NEWEST information, we just found out that there are new regulations from the USDA saying that not all FQHCs will automatically qualify for FFY14. The health center would have to provide documentation that $\geq 50\%$ of clients are $<185\%$ Federal Poverty Level.

25. Which objective do we site to capture indirect education, for example information we send home with students for their families?

ANSWER: You can site objective 7 (for food education) or objective 8 (beverage related education). If you're not planning a large community event also then you don't need to provide an abundance of detail, but this is where we count our indirect education (indirect education includes things like sending newsletters home, tabling at a community event, putting up an information board in a lobby, etc.)

26. I know there are materials and nutrition education items available for families but are they usually free?

ANSWER: Please factor in some printing costs into your budget. We can provide a lot of cookbooks and handouts (i.e. recipe cards) at no cost.

27. On Objective 12, activity 7 when it states: "Staff will provide a minimum of two trainings for teachers, after school staff and other personnel who are conducting nutrition education obesity prevention intervention..." Can the trainings be applied to our own personnel? We train our own personnel who directly outreach to students at a school site.

ANSWER: The goal of objective 12 is more sustainability and buy-in at the school. The training would need to be for school staff - with the idea being that the teachers/staff incorporate the nutrition education / policies into their work eventually.

28. Are you looking for an agency to take all of the activities on for each objective?

ANSWER: You do not need to apply for all of the activities - look for activities that are a good fit for your organization.

29. Are you going to post the presentation from the information sessions?

ANSWER: Yes, you can view it at:

<http://prezi.com/dzg6vctyjo7b/snap-ed/?kw=view-dzg6vctyjo7b&rc=ref-36418905>

Added 5/3/13

30. Can we put money in the budget for transportation for a field trip (i.e. taking students to a hiking trail and incorporating nutrition ed)?

ANSWER: All allowable costs must be reasonable and necessary. Transportation for a reasonable and necessary field trip would go under "travel".

31. Can we pay a teacher stipend to attend a training?

ANSWER: SNAP-Ed will not fund stipends, you would have to include it in the budget under "personnel" and figure out FTEs.

32. For the program narrative section, if our organization is proposing two very different projects carried out by different divisions/programs can we have a page for each program?

ANSWER: Yes, if it is necessary because the programs are very different you can submit one page for each.

33. On page 3 of the RFP, under the Local Vendor Preference section, there is a form shown for approval of this preference. Is this a form that should be filled out and submitted with our proposal? If yes, would you please provide a link to the form.

ANSWER: Since all of our contractors must be from San Luis Obispo County you do not need to fill out this form.

34. I don't see the issue of indirect costs mentioned in the Guidelines. Will any percentage of indirect costs be passed through to sub-contractors from the original federal contract to the state or the state contract to the County?

ANSWER: Include indirect costs in your budget. The budget template has a space for calculating it. Use your organizations standard indirect cost rate and chose a method for calculating it (% of salaries, % of total direct, etc.)